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September 12, 2017

POSTAL REGULATORY  
COMMISSION  
U.S. DEPARTMENT OF JUSTICE

Postal Regulatory Commission  
901 New York Avenue NW, Suite 200  
Washington, DC 20268-0001

RE: Docket No. RM 2017-12

Dear Commissioners:

I am writing on behalf of the American Institute for Cancer Research (AICR), our supporters and, most importantly, those members of the general public that we serve. We rely on the U.S. Mail to raise funds and communicate with our supporters and constituents. Without the mail, our fundraising would suffer severely and, as a consequence, so would our mission and the delivery of the AICR program services to the public.

We simply do not understand why suddenly there is a need to increase nonprofit marketing mail rates for the nominal benefit of commercial marketing mail. This would seem to fly in the face of the rationale of the law granting nonprofits a discounted rate.

As a practical matter, injecting unanticipated increases such as those proposed here by USPS will mean that our fundraising budget will not be able to keep pace with the increase in postage costs. As a national health and welfare charity, AICR does not have the option of passing along any increase in postage as part of a product price increase. The inevitable result of this unanticipated increase in postage will be a reduction in our use of the mail, a reduction in our revenues, and, in turn, a reduction in our ability to serve our beneficiaries.

If our postage rates were to increase, say, 5%, and produce a corresponding 5% loss of revenue, we would not be able to mail as many pieces of mail to acquire new supporters and we would not be able to deliver as many programs and services as planned. All of which would mean a reduction in our mail volume, which will only reduce USPS revenues. I do not believe the USPS sees the bigger picture and does not understand the market forces that will put in play with this increase. Respectfully, we ask you to consider this consequence.

Please do not change the current system for calculating nonprofit rates. Implemented by the Postal Service ten years ago, we see no pressing need for a change, especially not one that will do harm to all nonprofits, and charities like AICR, using the mail.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kelly B. Browning", is written over a horizontal line.

Kelly B. Browning  
Chief Executive Officer

KBB:msh

cc: Robert G. Taub, Chairman